

PROCEEDINGS OF THE BOARD OF COMMISSIONERS OF THE LAFAYETTE CONVENTION & VISITORS COMMISSION, STATE OF LOUISIANA, TAKEN AT A REGULAR MEETING HELD JANUARY 18, 2023

The Board of Commissioners of the Lafayette Convention & Visitors Commission, State of Louisiana, met in person at the Lafayette Convention & Visitors Commission boardroom, 1100 Lafayette St., Lafayette, LA at 3:15 pm.

In attendance were the board of Commissioners as follows: Jim Doré, Chair, Chris Alack, Gerald Breaux, Patrick Hardy, John O'Meara, and Nayan Patel.

Commissioners Vincent June, Ricky Patel, and Brenda Trahan were absent due to other obligations.

CALL TO ORDER

Chair Doré called the meeting to order.

MINUTES FROM EXECUTIVE COMMITTEE MEETING DECEMBER 14, 2022

Commissioner O'Meara motioned to waive the reading and to approve the **December 14, 2022**, executive committee meeting minutes as written. Commissioner Alack seconded the motion. There was no public comment. Motion carried.

MINUTES FROM REGULAR MEETING DECEMBER 14, 2022

Commissioner Breaux motioned to waive the reading and to approve the **December 14, 2022**, regular meeting minutes as written. Commissioner Hardy seconded the motion. There was no public comment. Motion carried.

DECEMBER FINANCIAL STATEMENT REPORT

Chair Doré presented the **December** financial statement report to Commissioners. Commissioner Breaux motioned to approve the **December** financial statement report presented by Chair Doré. Commissioner Alack seconded the motion. There was no public comment. Motion carried.

DEPARTMENTAL REPORTS

TOUR & TRAVEL

Eugenie Mitchell, Vice President of Tourism Sales, gave the Travel & Tourism Department report. Ms. Mitchell reported she attended the Southeast USA Spotlight conference with 30 domestic planners and six operators planning to visit in 2023.

Ms. Mitchell reported the high-end operator Nyhavn Rejser of Denmark will add Lafayette as a regular destination for its "Music-Trail Trip."

Ms. Mitchell reported that Marco Vasco, one of the largest luxury operators in France, added a full day for Lafayette to its Louisiana itinerary.

Ms. Mitchell reported that Viking Cruises added Lafayette for the 2023 Viking Cruise Motorcoach itineraries.

Ms. Mitchell reported substantial growth at World Travel Market and had 32 appointments and 26 Trade & Media attendees.

Ms. Mitchell reported a productive Travel South International conference with 38 appointments and 19 prospective programs for 2023/2024.

CONVENTIONS, MEETINGS, AND ATHLETICS

Mike Roebuck, Chief Sales Officer, gave the Conventions, Meetings, and Athletics report. Mr. Roebuck reported that more leads were sent to hotels during 2022 than 2021, resulting in 76 definite bookings for the year.

Mr. Roebuck reported definite economic impact for 2022 was higher than 2021.

Mr. Roebuck reported notable leads for the fourth quarter included the 2023 LHSAA State Powerlifting Championships, the Louisiana Stock Horse Association, and the 2024 APPA Lineworkers Rodeo.

Mr. Roebuck reported Jess Henry attended the Louisiana Society for Association Executives annual meeting, and Carl Toups attended TEAMS USA and Connect Faith.

SALES INITIATIVES

Mr. Roebuck reported the Baton Rouge Sales Blitz included 46 appointments and 6 new leads were discovered.

Mr. Roebuck reported that convention room nights in 2022 exceed 2021 by more than 29,000.

Mr. Roebuck reported that USA Boxing events are confirmed for December 2023.

Mr. Roebuck reported that Irene Hodge, will be attending the American Bus Association Annual meeting in February. Eugenie Mitchell and Irene Hodge will be working the

Mardi Gras VIP Experience and the Heritage Clubs International Annual Convention. Mr. Roebuck will attend the Religious Conference Management Association meeting.

COMMUNICATIONS

Jesse Guidry, Vice President of Communications, reported growth across all social media platforms and recorded an increase in number of organic website sessions.

Mr. Guidry reported positive organic growth in number of email contacts receiving our newsletters.

Mr. Guidry reported the annual media reach was more than 2 billion for 2022, equivalent to \$49 million in media advertising value.

MEMBERSHIP

Sadie French, Controller, gave the membership report, noting three new memberships and one renewal during the month of December. Ms. French reported there were four new members during the fourth quarter.

PRESIDENT & CEO'S REPORT

Ben Berthelot, President & CEO, reported on several staff updates. The open position in the Convention Department is advertised as Senior Convention Sales Manager. Carl Toups was named Director of Sports Business Development. Sadie French was named Chief Operating Officer and will continue duties as Controller and assume oversight of the Administrative Department. Meribeth Huizinga will continue duties as Assistant to the CEO and assume Administrative Department duties of the vacant Administrative Manager. There were no changes to the Organizational Chart and all updates are within the adopted 2023 LCVC Budget.

Mr. Berthelot reported he was a panelist for the Acadiana Advocate Economic Summit.

Mr. Berthelot reported the LCVC budget approval resolution will be before the Parish Council on February 1.

Mr. Berthelot reported he will be in Washington DC to attend the DC Mardi Gras for the Bienvenue a Lafayette suite where the theme will be the Bicentennial.

Mr. Berthelot reported LCG held a news conference to kick-off the Bicentennial celebration. LCVC has attend many meetings and assisted as needed with Bicentennial preparations.

Mr. Berthelot reported the Gateway Committee has reviewed and scored four Request for Proposals for design standards. LCG Purchasing will select the firm after final rankings.

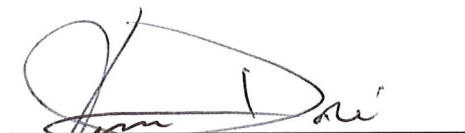
Mr. Berthelot reported the NIL campaign for UL Athletes in partnership with LEDA will be completed soon.

Mr. Berthelot reported continued discussion with Civitas regarding recommendations from the Huddle Up Group report. The Acadiana Hotel and Lodging Association meeting to present recommendations from Civitas is scheduled for January 24th.

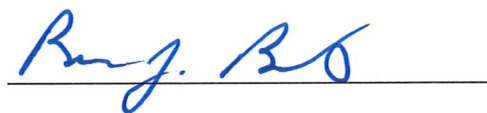
NEW BUSINESS

A resolution was presented by Mr. Berthelot to authorize the President & CEO to enter into and sign contracts on behalf of the Lafayette Convention & Visitors Commission. Commissioner O'Meara motioned to authorized President & CEO Ben Berthelot to sign contracts on behalf of the Lafayette Convention & Visitors Commission. The motion was seconded by Commissioner N. Patel. There was no public comment. 6 YEAS, 0 NAYS, ABSENT: V. June, R. Patel, B. Trahan, 0 ABSTAINED. Resolution was declared ADOPTED on the 18th day of January 2023.

There was no other business. Chair Doré adjourned the meeting.



Jim Doré
Chair



Benjamin J. Berthelot
President & CEO